

Town of Lauderdale-By-The-Sea



REQUEST FOR PROPSAL

No. 14-01-01

For a

PARKING STRATEGIC PLAN

RFP OPENING: February 20, 2014, at 2:00 P.M.

Town Hall

4501 Ocean Drive

Lauderdale-By-The-Sea, FL 33308

TOWN OF LAUDERDALE-BY-THE-SEA, FLORIDA
REQUEST FOR PROPOSALS NO. 14-01-01

The Town of Lauderdale-By-The-Sea, Florida invites qualified firms to submit proposals to provide a:

PARKING STRATEGIC PLAN

The Town intends to award a contract to a firm(s) to provide services necessary for the project (the "Project") described herein.

The Town of Lauderdale-By-The-Sea, Florida (the "Town") will receive sealed proposals until 2:00 P.M. (local), February 20, 2104 in Town Hall, 4501 Ocean Drive, Lauderdale-By-The-Sea, FL 33308.

See Part II, Section G, for information regarding submitting a proposal.

The Town's contact information for this RFP is:

Bud Bentley, Assistant Town Manager
4501 Ocean Drive
Lauderdale-By-The-Sea, Florida 33308
Telephone: 954-640-4212.
Fax: 954-640-4236
Email: ATM@LBTS-fl.gov

RFP documents may be obtained via the Internet at the Town of Lauderdale-By-The-Sea website at www.lauderdalebythesea-fl.gov and this RFP is posted on www.Demandstar.com. If you do not have internet access, you may obtain the documents by contacting the Town Clerk.

The Town reserves the right to reject proposals with or without cause and for any reason, to waive any irregularities or informalities, and to solicit and re-advertise for other proposals. Incomplete or non-responsive proposals may be rejected by the Town as non-responsive or irregular. The Town reserves the right to reject any proposal for any reason, including, but without limitation, if the Proposer fails to submit any required documentation, if the Proposer is in arrears or in default upon any debt or contract to the Town or has failed to perform faithfully any previous contract with the Town or with other governmental jurisdictions. All information required by this RFP must be supplied to constitute a proposal.

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Part I – Statement of Work

PART I - STATEMENT OF WORK

A. OBJECTIVE

DEVELOP A PARKING STRATEGY FOR THE TOWN

B. INFORMATION ABOUT THE TOWN OF LAUDERDALE-BY-THE-SEA

The Town of Lauderdale-By-The-Sea is a coastal community of 6,135 year round residents, and a winter seasonal population of twice that amount. All public parking facilities and the Town's commercial district are located in the southern portion of the Town, which is the residential and commercial district bounded by Pine Avenue on the north, the southern boundary of the Town, which abuts Fort Lauderdale's Galt Ocean Mile area, the Atlantic Ocean on the east, and the Intracoastal Waterway on the west.

The Town's economy is based on tourism and its seaside location. The prime demand for parking east of Seagrape Drive comes from day visitors who come to use the Town beach, patrons of the vibrant restaurant scene in Town, and people who enjoy the weekend outdoor entertainment that is offered by several restaurants. West of Seagrape Drive the parking demand is generated by employees of the businesses along the west Commercial Boulevard corridor, retail shops and restaurant patrons, a variety of medical and service businesses located in that area.

Three large volume restaurants (Aruba Beach Café, Blue Moon, and Benihana) offer valet parking to their customers and valet the cars to privately-owned parking lots in the downtown area.

The Town owns and operates a variety of parking lots and on street parking, all of which is metered. In the past three years, the Town has made a strong effort to modernize its parking technology and operations and increased parking rates to more reasonable levels.

Because the Town was primarily developed in the 1950s and 1960s on relatively small parcels and with limited parking, the Town continues its historic approach of providing public parking permits at very low rates to businesses with less than the required number of parking spaces (hardship permits) and to employees of local businesses. In the relatively recent past, the Town instituted a Resident Parking Permit that allows residents who pay \$53.00 per year the opportunity to park at a Town parking space for up to 3 hours at a time.

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In the past 15 years the Town developed several parking lots and built additional on-street parking. The Town eliminated parking spaces in the Commercial Boulevard corridor in 2013 in order to accommodate the expansion of sidewalks, the creation of public plazas, and the addition of other amenities intended to make the Town more attractive, pedestrian-friendly, and commercially viable.

During the recent recession, the Town experienced an increase in the number of vacant storefronts and adopted a restaurant parking exemption program, the intent of which was to provide incentives to existing restaurants to expand, and new restaurants to locate in Lauderdale-By-The-Sea in order to stimulate activity in the commercial areas. So far, the Town has waived the requirement for 13 restaurants to provide 122 parking spaces. That program will sunset in 2015.

Also in the past two years, the Town has moved away from its long-standing prohibition against allowing private property owners to provide parking for others than their customers. The Town's Code has been changed to allow conditional use permits for "paid private parking" if a property has parking spaces in excess of required parking. The Sun Trust Bank property was the first to take advantage of that new option and provides a good deal of public parking.

The Town experiences its highest parking demand on good beach days throughout the year, on Friday and Saturday evenings, especially during the winter tourism season, and for popular special events. (For some large special events, the Town closes the median lane on El Mar Drive and allows public parking in that lane at no charge.)

There is a perception that the Town has a "parking problem", although Town staff and officials tend to believe there usually is adequate parking, except at peak times, just not as conveniently located as people would like.

A vocal element of the business community is convinced the Town needs to build a parking garage. The Town's parking fund is quite healthy and can likely support the development of a garage if that is determined to be the best course of action, but there is also a contingent of residents who firmly believe the private sector will be willing to develop parking and that it can be profitable. For that reason, the scope of services for the Parking Strategies Study calls for an examination of the possibility of private sector involvement in providing parking solutions.

2005 Parking Study

A study of parking capacity and usage was completed in 2005. In 2010 the Town contracted with the firm that did the 2005 Study to update the numbers and location of Town meters and additional private parking within the Town.

Copies of these reports are available (send requests to: ATM@lbts-fl.gov).

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C. SCOPE OF WORK

Development a Parking Strategic Plan that addresses how the Town should meet the public parking demand over the next five and 10 year periods.

The Parking Strategic Plan shall take into account the Town's strong commitment to maintain and enhance the existing character of the Town, the Town's ability to fund and building parking, and the Town Commission's view of the Town's role to promote business development.

We envision that at least the following tasks will need to be addressed in the study:

1. Determine current parking demand (includes identification of users' destination, night versus day vs weekend demand, seasonal demand variances). Document how parking demand varies throughout the course of the day and also among various days of the week. Identify overall demand and also when the peak periods of demand occur.
2. Project future parking demand based on known redevelopment. (Town staff will supply information on known redevelopment.)
3. Schedule and hold two meetings to obtain input from the business community and the general public.
4. Provide parking rate recommendations, including:
 - Advice on whether demand is sufficient to increase parking rates in order to generate sufficient funds to develop more parking without hurting business.
 - Should the Town establish differential parking rates for holidays, weekends, high seasons, and/or slow periods?
 - Should the El Prado parking spaces have a higher rate during the day (since the majority of day time users are beach-goers) and a lower rate in the evening to support downtown businesses?
5. Outline realistic options and parameters for private development of parking facilities for the general public. Identify strategies to encourage private development of parking facilities. Identify the pros and cons of a private/public partnership to develop additional parking facilities
6. Evaluate the financial and physical feasibility of constructing a garage on the Town-owned A1A parking lot property. This evaluation should include, but not be limited to, the following questions:
 - a. How many additional parking spaces could be created on that site and at what cost given the Town's building height restrictions?

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- b. How many parking spaces can be added if only a single parking deck (grade plus one elevated floor) was added and is the cost of construction significantly reduced by only adding a single deck?
 - c. Is there merit to building a single deck now, with the capability of adding a third floor of parking at a later date?
 - d. Indicate the impact of including retail on the ground floor facing A1A would have on the number of parking spaces in the garage.
 - e. How important is building retail space on the ground floor to the financial feasibility of the garage?
 - f. Provide information on the merits and disadvantages of utilizing non-traditional garage technologies in the construction and operation of a parking garage (e.g. automated/robotic parking, pre-fab construction).
7. Provide recommendations on establishment of a Payment in Lieu of Parking Program (**PILOPP**). As property values and construction costs increase, how do we assure the PILOPP adequately covers our costs to provide parking with those funds?
8. The Town has a Restaurant Parking Exemption Program in effect until March 2015 and seeks the input of the consult team on the following types issues. (The details of the program will be provided to the selected consulting team.)
 - Should the Town modify the restaurant parking exemption program in light of existing and projected parking demand?
 - The number of exemptions provided for restaurants east of Seagrape Drive have all been allocated. If the Town allowed for additional exemptions in that district, what is the likely redevelopment that will occur and how will it impact the redevelopment on the west section of Commercial Boulevard?
 - Does the reduction in retail space that has occurred as a result of the restaurant parking exemption program hurt the Town economically? Can it be objectively determine if other business types have been hurt by the restaurant parking exemption program?
9. What parking incentives (or other types of incentives available outside of a CRA) can be used to stimulate an upgrade in the merchandise (retail) mix in LBTS?
10. What are the pros and cons of providing a public valet service as a means of better managing the use of the Town's parking resources? What would be the best locations for a public valet operation? What are the best practices for a municipality to operate/manage a public valet service?
11. Recommend rate differentials that will encourage the use of underutilized parking areas.

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12. Evaluate the parking permits offered by the Town and provide recommendations as appropriate.
13. ONCE THE CONSULTANT TEAM HAS DEVELOPED AN APPRECIATION OF THE LBTS PARKING ISSUES AND DATA, HOLD A WORKSHOP WITH THE TOWN COMMISSION TO GET POLICY DIRECTION ON CRITICAL ISSUES NEEDED TO COMPLETE THE STRATEGIC PLAN.

FOR THE PARKING STRATEGIES STUDY THE TOWN WILL PROVIDE:

- An inventory of current parking spaces and the change in number of spaces since May 2011.
- Rates currently charged and a survey of rates charged by other coastal communities in the area.
- Information on different types and numbers of parking permits sold in FY 2013.
- Details of the restaurant parking exemption program, including number of spaces exempted to date and remaining spaces available under the program.
- Usage data from pay stations from the EL Prado, EL Mar, and A1A parking lots and for the Oceanfront on street parking. We have two years of data for all Digital pay stations and three years of data for the El Prado Parking Lot.
- Identify potential locations for additional parking.
- Provide the Parking fund balance as of 9/30/2013, the schedule of the planned pay down on the debt in the fund.
- Revenues by parking facility.
- The current year budget for Parking System.
- Data requested by the consultant that is available from the pay stations and pay-by-phone records.
- Staff thoughts on a Payment in Lieu of Parking Program.
- The Town's parking staff to gather car counts in targeted areas.

The DELIVERABLES shall include the cost of:

1. Consultant shall provide a draft written Parking Strategic Plan covering all of the items in the scope of services to the Town staff and meet with the Town staff at least two times to review that report and subsequent revisions.
2. Consultant shall submit 10 hard copies of the proposed Parking Strategic Plan, one Word file(s) and one PDF file(s) together with an Executive Summary of the

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most important issues or issues that the Commission must act upon to implement.

3. After submission of the Parking Strategic Plan, Consultant shall plan on meeting to explain and discuss the plan with the Town Commission on up to two occasions.
4. Consultant shall submit five (5) hard copies of the final Parking Strategic Plan, one Word and one PDF document that is responsive to the Town Commission's input. (This is different than 2 above as it happens after the plan has been accepted by the Town Commission.)

D. TECHNICAL REQUIREMENTS

THE DESIRED CONSULTING TEAM

There are clear economic development issues involved in developing a parking strategy for the Town, so we believe that it would be best to have the study done by a team that has economic development expertise as well as parking expertise.

E. INSURANCE AND LICENSES

The successful Proposer shall maintain in full force and effect throughout the contract: (a) insurance coverage reflecting the minimum amounts and conditions required by the Town, and (b) any required licenses.

1. **Comprehensive General Liability Insurance** - \$1,000,000 combined single limit of insurance per occurrence and \$2,000,000 in the general aggregate for Bodily Injury and Property Damage and \$1,000,000 general aggregate for Products/Completed Operations, Comprehensive General Liability insurance shall include endorsements for property damage; personal injury; contractual liability; completed operations; products liability and independent contractors coverage.
2. **Workers' Compensation Insurance** – Statutory.
3. **Comprehensive Automobile Liability Insurance** - \$1,000,000 combined single limit of insurance per occurrence for Bodily Injury and Property Damage; \$1,000,000 Hired & Non Owned Auto Liability.
4. **Professional Liability** – Please indicate if you carry Professional Liability Insurance and, if so, in what amount.

END OF PART I

PARKING STRATEGIC PLAN

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Part II –General Information

PART II: RFP GENERAL INFORMATION

A. DEFINITIONS

For the purposes of this Request for Proposals (RFP): **Proposer** shall mean the contractor, consultant, respondent, organization, firm, or other person submitting a response to this RFP. **Town** shall mean the Town of Lauderdale-By-The-Sea, Town Commission or Town Manager, as applicable, and any officials, employees, agents and elected officials.

Contact information for the purpose of this RFP shall mean:

Bud Bentley, Assistant Town Manager
4501 Ocean Drive
Lauderdale-By-The-Sea, Florida 33308
Telephone: 954-640-4212.
Fax: 954-640-4236
Email: ATM@LBTS-fl.gov

B. INVITATION TO PROPOSE; PURPOSE

The Town solicits proposals from responsible Proposers to perform work for or provide goods and/or services to the Town as specifically described in Part I, Statement of Work.

C. CONTRACT AWARDS

The Town Commission anticipates entering into a contract with the Proposer who submits the proposal judged by the Town to be most advantageous. The Town anticipates awarding one contract, but reserves the right to award more than one contract if in its best interest. If the Town selects a Proposal, the Town will provide a written notice of the award.

The Proposer understands that neither this RFP nor the notice of award constitutes an agreement or a contract with the Proposer. A contract or agreement is not binding until a written contract or agreement has been approved as to form by the Town Attorney and has been executed by both the Town (with Commission approval, if applicable) and the successful Proposer.

D. PROPOSAL COSTS

Neither the Town nor its representatives shall be liable for any expenses incurred in connection with preparation of a response to this RFP. Proposers should prepare their proposals simply and economically, providing a straightforward and concise description of the Proposer's ability to meet the requirements of the RFP.

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E. INQUIRIES

The Town will not respond to oral inquiries. Proposers may mail, electronic mail or fax written inquiries for interpretation of this RFP to the attention of the City Clerk. Please mark the correspondence “RFP No. 14-01-01 QUESTION”.

The Town will respond to written inquiries received at least 7 working days prior to the date scheduled for receiving the proposals. The Town will record its responses to inquiries and any supplemental instructions in the form of a written addendum. If addenda are issued, the Town will email, mail or fax written addenda to any potential Proposer who has provided their contact information to the Town Clerk. Although the Town will make an attempt to notify each prospective Proposer of the addendum, it is the sole responsibility of a Proposer to remain informed as to any changes to the RFP.

F. DELAYS

The Town may postpone scheduled due dates in its sole discretion. The Town will attempt to notify all registered Proposers of all changes in scheduled due dates by written addenda.

G. PRE-PROPOSAL MEETING

A pre-proposal meeting is scheduled for Monday, February 3, 2014 at 10:00 A.M. at Jarvis Hall. Attendance is not required.

H. PROPOSAL SUBMISSION

Proposers shall submit one (1) written original and three (3) hardcopies of the proposal together with the proposal in a Word file(s) and a PDF file(s) in a sealed, opaque package. The package shall be clearly marked on the outside as follows:

To: Town of Lauderdale-By-The-Sea
RFP No. 14-01-01

Project: PARKING STRATEGIC PLAN

Submitted by: _____

Address: _____.

Proposals shall be submitted in person or by mail. Email submittals are not accepted.

Late submittals, additions, or changes will not be accepted and will be returned to the bidder unopened.

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Due to the irregularity of mail service, the Town cautions Proposers to assure actual delivery of proposals to the Town prior to the deadline set for receiving proposals. Telephone confirmation of timely receipt of the proposal may be made by calling the Office of the Town Clerk before proposal opening time. Proposers may withdraw their proposals by notifying the Town in writing at any time prior to the opening. Proposals, once opened, become property of the Town and will not be returned.

I. PROPOSAL FORMAT

In order to insure a uniform review process and to obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified herein. Unless otherwise specified, Proposers shall use the proposal forms provided by the Town herein. These forms may be duplicated, but failure to use the forms may cause your proposal to be rejected. Any erasures or corrections on the form must be made in ink and initialed by Proposer in ink. All information submitted by the Proposer shall be printed, typewritten or completed in ink. Proposals shall be signed in ink. When an RFP requires multiple copies they may be included in a single envelope or package properly sealed and identified.

All proposals shall be submitted as specified in this RFP. Any attachments shall be clearly identified. To be considered, the proposal must respond to all parts of the RFP. Any other information thought to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. If publications are supplied by a proposer to respond to a requirement, the response should include reference to the document number and page number. Proposals lacking this reference may be considered to have no reference material included in the additional documents.

Proposers shall prepare their proposals using the following format:

1. Letter of Transmittal

This letter will summarize in a brief and concise manner, the Proposer's understanding of the scope of work and make a positive commitment to provide its services on behalf of the Town. The letter must name all of the persons authorized to make representations for or on behalf of the Proposer, and must include their titles, addresses, and telephone numbers. An official authorized to negotiate and execute a contract on behalf of the Proposer must sign the letter of transmittal.

2. Title Page

The title page shall show the name of Proposer's agency/firm, address, telephone number, name of contact person, date, and the RFP No. and the Project name.

3. Table of Contents

Include a clear identification of the material by section and by page number.

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4. Organization Profile and Qualifications

This section of the proposal must describe the Proposer, including the size, range of activities, and experience providing similar services.

Each Proposer must include:

- Documentation indicating that it is authorized to do business in the State of Florida and, if a corporation, is incorporated under the laws of one of the States of the United States.
- A description of the primary individuals responsible for supervising the work including the percentage of time each primary individual is expected to contribute to this work.
- Resumes and professional qualifications of all primary individuals and identify the person(s) who will be the Town's primary contact and provide the person(s') background, training, experience, qualifications and authority.
- Completed RFP Forms A, B, C, and D. All RFP forms are included as exhibits this document.

5. Experience

The Proposer must describe its expertise in and experience with providing goods and/or services similar to those required by this RFP. Describe previous experience relating to the Scope of Work requested in this RFP. Has the firm worked for other governmental entities, particularly municipalities? If so, please describe the work performed and include contact information for references, the time the firm was engaged and a list of accomplishment for each.

6. Approach to Providing Services

This section of the proposal should explain the Scope of Work as understood by the Proposer and detail the approach, activities and work products to be provided.

7. Compensation

The proposal shall document the fee proposal for the goods and/or services on RFP Form C.

8. Additional Information

Any additional information which the Proposer considers pertinent for consideration should be included in a separate section of the proposal.

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J. PROPOSAL – Procedural Information

1. Interviews:

The Town reserves the right to conduct personal interviews or require presentations prior to selection. The Town is not responsible for any expenses which Proposers may incur in connection with a presentation to the Town or related in any way to this RFP.

2. Request for Additional Information:

The Proposer shall furnish such additional information as the Town may reasonably require. This includes information, which indicates financial resources as well as ability to provide the services. The Town reserves the right to make investigations of the qualifications of the Proposer as it deems appropriate, including but not limited to, a background investigation. Failure to provide additional information requested may result in disqualification of the proposal.

3. Proposals Binding:

All proposals submitted shall be binding for at least one hundred twenty (120) calendar days following opening. Town may desire to accept a proposal after this time. In such case, Proposer may choose whether or not to continue to honor the proposal terms.

4. Alternate Proposals:

An alternate proposal is viewed by the Town as a proposal describing an approach to accomplishing the requirements of this RFP which differs from the approach set forth in the solicitation. An alternate proposal may be a second proposal submitted by the same Proposer, which differs in some degree from the prior proposal or from this RFP. Alternate proposals may be in the area of technical approach, or other provisions or requirements of this RFP. The Town will, during the initial evaluation process, consider all alternate proposals submitted and reserves the right to award a contract based on an alternative proposal if the same is deemed to be in the Town's best interest.

5. Proposer's Certification Form:

Each proposer shall complete the "Proposer's Certification" form included as RFP Form D and submit the form with the proposal. This form must be acknowledged before a notary public with notary seal affixed on the document.

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K. PUBLIC RECORDS

Proposals are public documents and subject to public disclosure in accordance with Chapter 119, Florida Statutes (the Public Records Law). Certain exemptions to the Public Records Law are statutorily provided for and it is the Proposer's responsibility to become familiar with these concepts. The contract will include a provision wherein the Proposer releases and agrees to defend, indemnify, and hold harmless the Town and the Town's officers, employees, and agents, against any loss or damages incurred by any person or entity as a result of the Town's treatment of records as public records. By statute, the contract will also contain the following clauses:

Contractor acknowledges that the public shall have access, at all reasonable times, to certain documents and information pertaining to Town contracts, pursuant to the provisions of Chapter 119, Florida Statutes. Contractor agrees to maintain public records in Contractor's possession or control in connection with Contractor's performance under this Agreement and to provide the public with access to public records in accordance with the record maintenance, production and cost requirements set forth in Chapter 119, Florida Statutes, or as otherwise required by law. Contractor shall ensure that public records that are exempt or confidential from public records disclosure requirements are not disclosed except as authorized by law.

Unless otherwise provided by law, any and all reports, surveys, and other data and documents provided or created in connection with this Agreement are and shall remain the property of Town. In the event of termination of this Agreement by either party, any reports, photographs, surveys and other data and documents and public records prepared by, or in the possession or control of, Contractor, whether finished or unfinished, shall become the property of Town and shall be delivered by Contractor to the Town Manager, at no cost to the Town, within seven (7) days of termination of this Agreement. All such records stored electronically by Contractor shall be delivered to the Town in a format that is compatible with the Town's information technology systems. Upon termination of this Agreement, Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure. Any compensation due to Contractor shall be withheld until all documents are received as provided herein. Contractor's failure or refusal to comply with the provisions of this section shall result in the immediate termination of this Agreement by the Town.

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L. IRREGULARITIES; REJECTION OF PROPOSALS

The Town reserves the right to reject proposals with or without cause and for any reason, to waive any irregularities or informalities, and to solicit and re-advertise for other proposals. Incomplete or non-responsive proposals may be rejected by the Town as non-responsive or irregular. The Town reserves the right to reject any proposal for any reason, including, but without limitation, if the Proposer fails to submit any required documentation, if the Proposer is in arrears or in default upon any debt or contract to the Town or has failed to perform faithfully any previous contract with the Town or with other governmental jurisdictions. All information required by this RFP must be supplied to constitute a proposal.

M. EVALUATION METHOD AND CRITERIA

1. General The Town shall be the sole judge of its own best interests, the proposals, and the resulting negotiated contract or agreement, if any. The Town reserves the right to investigate the financial capability, reputation, integrity, skill, business experience and quality of performance under similar operations of each Proposer, including shareholders, principals and senior management, before making an award. Awards, if any, will be based on both an objective and subjective comparison of proposals and Proposers. The Town's decisions will be final. The Town's evaluation criteria may include, but shall not be limited to, consideration of the following:

- A. ability to meet set standards;
- B. availability of qualified personnel
- C. compensation.
- D. expertise of personnel;
- E. financial resources and capabilities;
- F. past contracts with other governmental jurisdictions;
- G. past performance records;
- H. qualifications of Proposer;
- I. references;
- J. related experience in Florida;
- K. technical soundness of proposal; and,
- L. time frames.

2. Selection

The Town Manager may conduct the selection process, or at the option of the Town Manager, it may be referred to a selection committee (the "Committee"). Either the Town Manager or the Committee will review all proposals received and establish a list of selected Proposers deemed to be the most qualified to provide

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the service requested based in part on the criteria set forth above. The Town Manager may submit a recommended firm or a "short list" or a combination of a recommended firm and the "short list" to the Town Commission and the Town Commission shall make a final award. The Town Manager may request oral presentation from the Proposers. Proposers are advised that the Town reserves the right to conduct negotiations with the most qualified Proposer, but may not do so. Therefore, each Proposer should endeavor to submit its best proposal initially.

N. REPRESENTATIONS AND WARRANTIES

In submitting a proposal, Proposer warrants and represents that:

1. Proposer has examined and carefully studied all data provided, and any applicable Addenda; receipt of which is hereby acknowledged.
2. Proposer has visited the relevant site, if any, and is familiar with and satisfied as to the general, local and "site" conditions that may affect cost, progress, and performance of goods and/or services in their proposal.
3. Proposer is familiar with and is satisfied as to all federal, state and local laws and regulations that may affect cost, progress and performance of the goods and/or services in their proposal.
4. If applicable, Proposer has obtained and carefully studied (or assumes responsibility for having done so) all documents available related to the subject of the RFP and performed any examinations, investigations, explorations, tests, studies and data concerning conditions that may affect cost, progress, or performance of the goods and/or services that relate to any aspect of the means, methods, techniques, sequences, and procedures to be employed by Proposer, including safety precautions and programs incident thereto.
5. Proposer has given Town written notice of all conflicts, errors, ambiguities, or discrepancies that Proposer has discovered in this RFP and any addenda thereto, and the written resolution thereof by the Town is acceptable to Proposer.
6. The RFP is generally sufficient in detail and clarity to indicate and convey understanding of all terms and conditions for the performance of the proposal that is submitted.
7. No person has been employed or retained to solicit or secure award of the contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, and no employee or officer of the Town has any interest, financially or otherwise, in the RFP or contract.

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Part II –General Information

O. Town Contract

The selected Proposer is expected to execute the Town's standard professional services contract, in the form approved by the Town Attorney. The contract will contain the following clauses required by Town Code, and all vendors are expected to comply with these requirements:

No officer or employee of the Town of Lauderdale-By-The-Sea, Florida, during his or her term of employment or for one year thereafter, shall have any interest, direct or indirect, in this contract or the proceeds thereof.

No vendor shall give, solicit for, deliver, or provide a campaign contribution directly or indirectly to a candidate or to the campaign committee of a candidate for the offices of Mayor or Commissioner.

End of Part II

PARKING STUDY

Lauderdale-By-The-Sea RFP No. 14-01-01, RFP Forms

RFP FORM A

Proposer: _____

QUALIFICATIONS STATEMENT

Note: Forms A, B & C are available in WORD format from the Town Clerk upon request.

***THIS FORM MUST BE SUBMITTED WITH PROPOSAL TO BE
DEEMED RESPONSIVE.***

1. State the full and correct name of the partnership, corporation or trade name under which you do business and the address of the place of business. (If a corporation, state the name of the president and secretary. If a partnership, state the names of all partners. If a trade name, state the names of the individuals who do business under the trade name.)
 - 1.1. The correct and full legal name of the Proposer is:
 - 1.2. The business is a (Sole Proprietorship) (Partnership) (Corporation).
 - 1.3. The names of the corporate officers, or partners, or individuals doing business under a trade name, are as follows:
2. Please describe your company in detail.
3. The address of the principal place of business is:
4. Company telephone number, fax number and e-mail addresses:
5. Number of employees:
6. Name of employees to be assigned to this Project:
7. Company identification numbers for the Internal Revenue Service:
8. Provide Broward County occupational license number, if applicable, and expiration date:
9. How many years has your organization been in business? Does your organization have a specialty?
10. List the last three project of this nature that the firm has completed? Please provide project description, reference and cost of work completed.
11. Have you ever failed to complete any work awarded to you? If so, where and why?

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12. Provide the following information concerning all contracts **in progress** as of the date of submission of this Proposal for your company, division or unit as appropriate.

Name of Project	Contract with:	Contract Amount	Estimated Completion Date	% of Completion to Date

(Continue list as necessary)

13. Provide the following information for any subconsultants you will engage if awarded the contract.

Subcontractor Name	Address	Work to be Performed

The foregoing list of subconsultants may not be amended after award of the contract without the prior written approval of the Town Manager, whose approval shall not be unreasonably withheld.

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RFP Form B

Proposer: _____

REFERENCE FORM

Forms A, B & C are available in WORD format from the Town Clerk upon request.

***THIS FORM MUST BE SUBMITTED WITH PROPOSAL TO BE
DEEMED RESPONSIVE.***

Give names, addresses and telephone numbers of four individuals, corporations, agencies, or institutions for which you have performed work similar to what is proposed in this RFP:

1. Name of Contact _____
Title of Contact _____
Telephone Number: _____ Fax Number _____
2. Name of Contact _____
Title of Contact _____
Telephone Number: _____ Fax Number _____
3. Name of Contact _____
Title of Contact _____
Telephone Number: _____ Fax Number _____
4. Name of Contact _____
Title of Contact _____
Telephone Number: _____ Fax Number _____

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Lauderdale-By-The-Sea RFP No. 14-01-01, RFP Forms

RFP Form C

Proposer: _____

PRICE PROPOSAL FORM

Note: Forms A, B & C are available in WORD format from the Town Clerk upon request.

***THIS FORM MUST BE SUBMITTED WITH PROPOSAL TO BE
DEEMED RESPONSIVE.***

Name of Proposer: _____

Name of authorized representative of Proposer: _____

Project Cost

Deliverables	Professional Services Fee	Reimbursements
1.	\$	\$
2.	\$	\$
3.	\$	\$
4.	\$	\$
Insert rows as necessary.	\$	\$
Reimbursements not related to a specific Deliverable		\$
Total	\$	\$
Total Project Cost: \$_____		

Instructions: Show the project cost for each deliverable your firm will provide per the requested scope of work. Include the fees associated with each proposed deliverable.

Fees should be detailed to the extent possible per deliverable, with estimated out-of-pocket expenses separate from the proposed fees for professional services.

The Total Project Cost SHALL include all fees and reimbursements for out of pocket costs. The Town will not reimburse for any costs not actually incurred and paid for by the Proposer and included in its proposal. Reasonable proof thereof will be required.

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Please ensure your DELIVERABLES include the cost of:

1. Meetings with Town staff on a minimum of two occasions to discuss drafts of the final report.
2. A written report outlining all findings and recommendations, with an Executive Summary of the most important issues or issues that the Commission must act upon to implement.
3. Attending two Town Commission / public meetings to present the report and discuss the findings of the report.

Payments will be made on each deliverable upon receipt and acceptance by the City.

Additional Services

The Town may have the need for additional services to implement some of the recommendations of this RFP or additional services may be requested over the next 2 years.

If the Proposer is interested in additional work, please provide the hourly rate and staff positions available.

Additional Work	
<u>Title:</u>	<u>Hourly Rate</u>
Add rows as necessary	

By: _____

Date: _____

Name: _____

Title: _____

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Lauderdale-By-The-Sea RFP No. 14-01-01, RFP Forms

RFP FORM D

Proposer: _____

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE. The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

PROPOSER'S CERTIFICATION

I have carefully examined the Request for Proposal referenced above ("RFP") and any other documents accompanying or made a part of this RFP.

I hereby propose to furnish the goods or services specified in the RFP. I agree that my proposal will remain firm for a period of 120 days in order to allow the Town adequate time to evaluate the proposals.

I certify that all information contained in this proposal, which includes the TOWN required RFP forms A, B, C and D, is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the firm as its act and deed and that the firm is ready, willing and able to perform if awarded the contract.

The firm and/or Proposer hereby authorizes the Town of Lauderdale-by-the-Sea, its staff or consultants, to contact any of the references provided in the proposal and specifically authorizes such references to release, either orally or in writing, any appropriate data with respect to the firm offering this proposal.

I further certify, under oath, that this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service; no officer, employee or agent of the Town or any other proposer is interested in said proposal; and that the undersigned executed this Proposer's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

If this proposal is selected, I understand that I will be expected to execute the Town's standard professional services contract, in the form approved by the Town Attorney.

A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crimes may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, sub-contractor, or consultant under a contract with a public entity, and may not transact business with any public entity in excess of the threshold amount provided in Sec. 287.017 Florida Statutes, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list. I further certify, under oath, that neither the entity submitting this sworn statement,

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Lauderdale-By-The-Sea RFP No. 14-01-01, RFP Forms

not to my knowledge, any of its officers, directors, executives, partners, shareholder, employees, members or agents active in the management of the entity has been convicted of a public entity crime subsequent to July 1, 1989.

Name of Business

By:

Signature

Print Name and Title

Mailing Address

